



Milele Zanzibar  
Foundation

# From Womb to Learning:leveraging Digital Parenting Support To Strengthen Early Childhood Development Zanzibar

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# Introduction

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Early childhood development (ECD) is widely recognized as the foundation for lifelong learning, well-being, and productivity. Research shows that brain development begins in utero and progresses rapidly during the first years of life, making early experiences critical for shaping cognitive, emotional, and physical outcomes. However, in many low- and middle-income countries, including Tanzania, investments in education often prioritize later stages of schooling, with limited attention to the prenatal and early childhood periods.

This paper argues that effective preparation for children’s learning must begin with early parental support—particularly for mothers during pregnancy. It explores how digital tools, such as the Mzazi Makini App, can provide accessible, scalable, and contextually relevant parenting education.



# Literature Review Show

Global evidence highlights that early childhood is a sensitive period for brain development. The WHO Nurturing Care Framework emphasizes that nutrition, health, security, responsive caregiving, and early learning opportunities are essential from pregnancy onward. UNICEF underscores that early experiences significantly influence children's ability to learn and succeed in school.

Parents, particularly mothers, play a central role in shaping early learning environments. In Tanzania, efforts have focused on maternal and child health, yet gaps persist in integrating parenting education into everyday practices.

The rapid growth of mobile technology presents new opportunities to deliver parenting education at scale. Mobile applications can provide timely, personalized, and cost-effective information to caregivers.



Healthy Nutrition for Growing Brains

# Results and Discussion

## 1 | Methodology

This study adopts a conceptual and practice-based approach, combining literature review, document analysis of policies in Tanzania, and case-based reflection on the implementation of the Mzazi Makini App.

## 2 | Finding

Interventions starting in pregnancy greatly improve child development outcomes. The Mzazi Makini App delivers timely health, nutrition, and early stimulation guidance while keeping parents engaged.

Mobile-based solutions are a cost-effective way to reach large and underserved populations

## 3 | Discussion

The findings align with global evidence that early investment in ECD yields high returns. Digital tools address key barriers, including limited access to parenting education and resource constraints.

However, challenges remain, including digital literacy gaps and limited access to smartphones in certain areas.

# CONCLUSION

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Preparing children for learning must begin before birth by supporting parents especially mothers with knowledge and resources. Digital parenting interventions provide a promising pathway to enhance early childhood development in Tanzania.

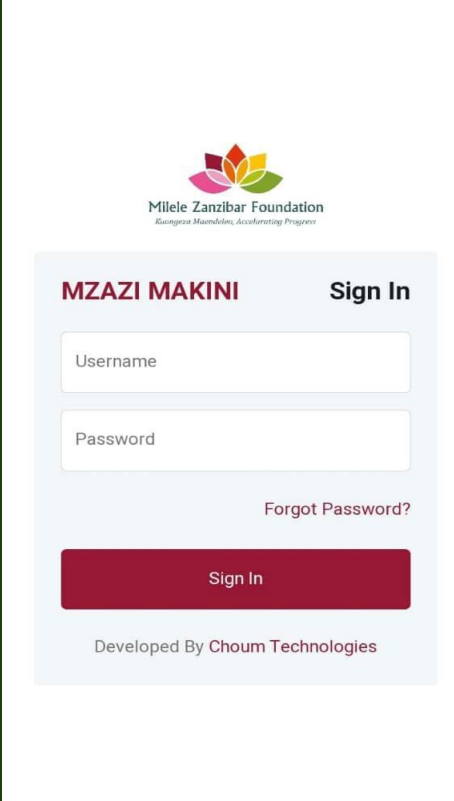


*Preparing Children for Learning Begins Before Birth...  
Supporting parents with knowledge & resources*

# Recommendations

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1. Integrate digital parenting tools into national programs
2. Expand access in rural communities
3. Strengthen partnerships
4. Conduct further research



The screenshot shows a digital sign-in interface for 'MZAZI MAKINI'. At the top, there is a logo for 'Milele Zanzibar Foundation' with the tagline 'Kusagaza Maendeleo, Akaamaraing Program'. Below the logo, the text 'MZAZI MAKINI' is displayed in red, followed by a 'Sign In' link. There are two input fields: 'Username' and 'Password'. A 'Forgot Password?' link is located below the password field. A large red 'Sign In' button is positioned below the input fields. At the bottom of the form, it says 'Developed By Choum Technologies'.

# References

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- WHO (2020). Nurturing Care Framework
- UNICEF (2019). Early Moments Matter for Every Child
- World Bank (2018). Human Capital Project

# Thank You

*“Empowering parents today builds the foundation for the learners of tomorrow”*



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— Supporting parents with knowledge & resources —